

## **PATENT**

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of : February 13, 2004

T. Kohda et al. : Group Art Unit: 2176

Serial No.: 10/066,128 : Examiner: H. Herndon

Filed: June 21, 2001 : San Jose, California

Title: ADVERTISING METHOD AND SYSTEM, METHOD AND SYSTEM FOR TRANSACTING AN ADVERTISING FRAME AND RECORDING MEDIA

## INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450 RECEIVED

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Technology Center 2100

Dear Sir:

Under the provisions of 37 CFR § 1.97 through §1.99 and pursuant to Applicants' duty of disclosure under 37 CFR §1.56, Applicants respectfully bring the following Japanese language document(s) listed on the attached form PTO-1449 to the attention of the Examiner in charge of the above-identified application. Copies of the listed document(s) are provided herewith. For each of these documents, a translation of at least the abstract is included.

This Information Disclosure Statement is being submitted before receiving a first Office Action on the merits for the above-identified patent application. (Accordingly, no fee is due.)

This submission does not constitute an admission that the cited reference(s) are relevant or material to the claims. The reference(s) are only cited as constituting related art of which Applicants are aware.



It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

The Director is hereby authorized to charge payment of any deficiency in the above fee(s) or to charge any additional fees required under 37 CFR § 1.16 or 1.17 or credit any overpayment to Deposit Account No. 09-0441. A duplicate copy of this authorization is attached for the Finance Branch.

Respectfully submitted,

T. Kohda et al.

Daniel E. Johnson (#3次)33)

Agent for Applicants Phone (408) 927-3367

DEJ:cgr

**Attachments** 

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PTO/SB/08A (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449A/PTO				Complete if Known		
				Application Number	09/887,460	
INFC	PRMATIO	N DI	SCLOSURE	Filing Date	June 21, 2001	
STA	TEMENT	BY A	APPLICANT	First Named Inventor	T. Kohda et al.	
(use as many sheets as necessary)				Art Unit	2176	
				Examiner Name	H. Herndon	
Sheet	1	of	2	Attorney Docket Number	JP920000074US1	

	U.S. PATENT DOCUMENTS						
Examiner Initials		Document Number Number - Kind Code <sup>2</sup> (if known	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
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		FORE	IGN PATENT D	OCUMENTS		
Examiner Initials	Cite No. <sup>1</sup>	Foreign Patent Document  Country Code3 -Number4 - Kind Code5 (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		09 - 010440 (Japan) *	14 January 1997	SONY CORP.		
		2000 - 029712 (Japan) *	28 January 2000	SONY CORP.		
		* Con English translation of abottom				
		* See English translation of abstract				

Examiner Signature	Date Considered	
Signature	Considered	

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<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>&</sup>lt;sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at <a href="www.uspto.gov">www.uspto.gov</a> or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

PTO/SB/08B (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

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Complete if Known Substitute for form 1449B/PTO 09/887,460 **Application Number** INFORMATION DISCLOSURE June 21, 2001 Filing Date STATEMENT BY APPLICANT **First Named Inventor** T. Kohda et al. Group Art Unit 2811 (prior case) (use as many sheets as necessary) **Examiner Name** H. Herndon of Attorney Docket Number JP920000074US1 Sheet

	OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	Т	
		Hideo Yasuo, "CG Advertisement Projected for use in World Cup Soccer Game of Year 2002", Nikkei Computer Graphics 3, 2000, page 47. (See complete translation of article)		
		Shinji Tanaka, "Development of Multimedia Business", Business Communications, 1998, Vol. 35, No.2, pp. 116-123. (See complete translation of article)		
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